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MCO 1130.56C  
MCRC  
31 May 96

MARINE CORPS ORDER 1130.56C

From: Commandant of the Marine Corps  
To: Distribution List

Subj: TOTAL FORCE RECRUITING

Ref: (a) MCO 1130.76  
(b) T/O's 5130, 5131, and 5132 (NOTAL)  
(c) MCO P1000.6F, ACTS MANUAL  
(d) MCO 7130.1H  
(e) MCO P1100.72A, MPPM ENLPROC  
(f) MCO 1080.40, MCTFSPRIM  
(g) MCO 1100.71A, MPPM ADM  
(h) MCO 1326.6B  
(i) MCO P10120.28F, ICR  
(j) MCO 1130.62A  
(k) MCO 5040.6F  
(l) MCO P1100.75B MEPS  
(m) MCO 1130.65A  
(n) MCO P3040.4C, MARCORCASPROC MAN  
(o) MCO P3060.18, CASFAMTM

Encl: (1) Marine Corps Recruiting Command Structure and Command Relationships  
(2) Reporting Instructions for Recruiting Support Programs and Reserve Referral Credits  
(3) Reserve Referral Credit System

Reports Required:

- I. Recruiter Support Programs (Report Control Symbol MC-1130-26) par. 4c(2) and encl (2)
- II. Reserve Referral Credit (Report Control Symbol MC-1130-24) par. 4c(2)(d), encl (2), and encl (3)

**DISTRIBUTION STATEMENT A: Approved for public release;  
distribution is unlimited.**

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1. Purpose. To provide information, guidance, and direction on total force recruiting.

2. Cancellation. MCO 1130.56B.

3. Background

a. The CMC exercises control of the Marine Corps recruiting program through the Deputy Chief of Staff for Manpower and Reserve Affairs (DC/S M&RA) and the Marine Corps Recruiting Command (MCRC). Reserve recruiting matters are coordinated with the Commander, Marine Forces Reserve (COMMARFORRES) and the Director, Reserve Affairs (RA).

b. Enclosure (1) shows the MCRC structure and command relationships.

4. Policy. In meeting its total force military manpower needs, the Marine Corps uses a total force concept. The unified, integrated, cooperative team approach satisfies total force manpower requirements, whether Regular or Reserve, officer or enlisted, male or female. This total force manpower approach avoids duplication of effort and helps realize economies and efficiencies. Additionally, it combines responsibilities for recruiting and recruit training at the region/depot level. It encompasses the following:

a. Determination of Military Personnel Requirements

(1) The DC/S M&RA projects and sets the total force military recruiting requirements far enough in advance to facilitate planning, programming, and budgeting.

(2) Annually, the CG MCRC determines mission shares, and publishes planning guidance, quality standards, and quotas for enlisted accessions to the CG's, Marine Corps Recruit Depots/ Recruiting Regions (Eastern and Western) (MCRD/ERR and MCRD/WRR), and the CO's, Marine Corps Districts (MCD's). The CG MCRC directly tasks the CO's of MCD's with officer accession requirements. The CG MCRC also oversees the command's quality control program. The CG MCRD/ERR and CG MCRD/WRR also serve as Deputy Commanders, MCRC.

(3) In accordance with the SMCR Procedural Guide cited in reference (a), the COMMARFORRES annually assigns each of his units a Reserve referral credit quota equal to 25 percent of a unit's non-prior service Reserve recruiting mission for that year.

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b. Recruiting/Recruit Training Commanders. With responsibilities for recruiting and recruit training, the CG MCRD/ERR and CG MCRD/WRR are well-positioned to manage the sometimes opposing needs of meeting quantity requirements and quality standards. As recipients of new recruits, CG MCRD/ERR and CG MCRD/WRR carry out a vigorous quality control program.

c. Personnel

(1) The DC/S M&RA provides sufficient personnel to MCRC in support of its total force recruiting mission. Like the Marine Corps, MCRC's recruiting force is composed of Marines from the Active and Reserve Components in a seamless, integrated manner. Moreover, the manpower derived from the recruiting support programs described in paragraph 4c(2) represent an integral part of the recruiting force and is vital to mission accomplishment.

(a) The CG MCRD/ERR and the CG MCRD/WRR each have an Assistant Chief of Staff for Recruiting and other staff personnel to assist in carrying out their recruiting responsibilities.

(b) In line with reference (b), CO's of MCD's organize and assign recruiting personnel to accomplish their mission.

1 Reassignments are made in accordance with references (b) and (c).

2 Requests for table of organization changes are submitted to the CG MCRC.

(2) Recruiting support programs include the Recruiter Aide Program, the Extended Active Duty (EAD) Recruiter Program, the permissive TAD Recruiter Assistant Program, the Command Recruiting Program, and the Reserve Referral Credit System. To accomplish the total force recruiting mission, each of the support programs must yield their expected share of accessions. This team approach provides the Marine Corps with economies and efficiencies. The reporting requirements referenced below apply only to subordinate recruiting commands within MCRC.

(a) Marine reservists are encouraged to apply for the following active duty assignments:

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1 Reserve Recruiter Aides. Members of the SMCR apply for temporary active duty at a recruiting station in the vicinity of their home. They provide a valuable cadre of "home grown" recruiters in support of the total force recruiting effort. Tour lengths of 139 days may be extended up through 170 days in a fiscal year. These statutory limitations help prevent the accounting of these Marines against active duty end-strength. Reference (e) provides detailed information and instructions regarding employment of Reserve recruiter aides. Further details are covered in references (f), (g), and paragraph 5c(6) of this Order. Enclosure (2) sets forth reporting requirements.

2 EAD Recruiters. Reserve noncommissioned and staff noncommissioned officers may apply for initial 2-year tours. Reference (e) provides detailed information and instructions regarding employment of EAD recruiters. Further details are covered in references (c), (f), (h), (i), (j), and paragraph 5c(6) of this Order.

(b) Recruiter Assistants. Reference (e) provides information on this highly effective program. Recent graduates from recruit training, Marine Combat Training, or an MOS-producing school need to be encouraged to return to their hometown in support of their local recruiter. Assignments are generally no longer than 2 weeks. These permissive recruiter assistant assignments may be in conjunction with leave. Enclosure (2) explains reporting requirements.

(c) Command Recruiting Program. As detailed in reference (j), all Marine Corps commanders are tasked to assist the recruiting program to the fullest extent possible. The Marine Corps Recruiting Command Program:

1 consists of the direct actions taken by commanders to assist the recruiting effort. Commanders are encouraged to exercise their initiative.

2 specifically calls upon commanders to:

a make Marines available for up to 30 days of permissive TAD in support of recruiting.

b encourage Marines to assist the recruiting effort while on leave or liberty.

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c inform Marines of the incentives available for assistance rendered and formally recognize them as appropriate.

3 sets forth procedures to report the degree of participation by major commands and their measure of success. See enclosure (2).

(d) Reserve Referral Credit System. Essentially, this is a command recruiting program for reservists. The program is fully described in enclosure (3). Reporting instructions are provided in enclosure (2).

d. Marketing and Advertising

(1) In the Marine Corps, marketing and advertising involve five fundamental activities:

(a) identifying the needs of the target population;

(b) helping to shape the offer of becoming a Marine to meet the needs of some of the market;

(c) helping to establish the terms of sale involved with acceptance of the offer;

(d) helping to make the offer when and where prospects need it; and

(e) informing, persuading, and reminding prospects about the offer/opportunity.

(2) Through marketing and advertising we work to maintain a clear, positive, public image of the Marine Corps especially in the minds of America's recruitable youth. In helping to accomplish this goal, our marketing and advertising programs strives to project an image which is fully in line with the standards and ideals of the Corps. When our advertising message conforms with the reality of "who we are" and "what we espouse," it is honest and we achieve a unity of effort.

(3) Our approach to marketing and advertising has historically accentuated the intangible characteristics associated with service as a United States Marine including leadership, honor, integrity, dedication, loyalty, duty to country, and being part of

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a tough, elite team. In keeping with this approach, we recruit young Americans first and foremost for service to our country as Marines. We capitalize on the fact that our "tough-elite" image is widely known. Broadening that image to "tough and smart" correctly informs America about its Marine Corps and helps us attract some of our Nation's very finest young men and women.

e. Operations. The conduct of recruiting operations is guided by the annual recruiting operations plan, reference (a) which directs the use of the procedure guidebooks, and the series of volumes which constitute the Marine Corps Military Personnel Procurement Manual, (the MCO P1100.71, .72, and .73 series of directives).

f. Training

(1) The CG MCRC develops, coordinates, provides for, and oversees training for total force recruiting personnel, including entry-level and follow-on training programs. Marine Corps recruiter and recruiting management training places emphasis on the professional selling skills and the time-tested set of procedures known as systematic recruiting. The purpose of the follow-on training is to sustain and improve the proficiency of the recruiting force.

(2) The Recruiters School, located at MCRD San Diego, functions under the direct control of the CG MCRC. Personnel assignments to staff the Recruiters School are controlled by the MCRC. Assignments to fill student requirements are controlled by HQMC in close coordination with MCRC.

(3) For base-related matters the Director, Recruiters School answers to the CG MCRD/WRR and relies on his support. In operational and training matters, however, the CG MCRC directs the activities of the school to include modifications to the program of instruction.

(4) The MCRC conducts the Recruiting Management Course and controls assignment to it. When necessary, the MCRC coordinates with HQMC on some assignments.

(5) The CG MCRC, in conjunction with CG MCRD/ERR and CG MCRD/WRR, arranges for and conducts the training of the MCD command groups.

(6) Subordinate recruiting commanders carry out the training specified by the CG MCRC.

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g. Fiscal and Logistics

(1) Fiscal

(a) The CG MCRC provides annual funding allocations for recruiting and advertising under O&MMC and O&MMCR appropriations.

(b) Those expenses specifically identifiable as relating to Reserve recruiting will be included in the Reserve recruiting budget. These expenses consist of:

1 Out-of-pocket expenses for Reserve recruiter aides.

2 Vehicle lease and mileage costs for Reserve recruiting vehicles.

3 Man-day and TAD costs to include travel and per diem for Reserve recruiter aides.

4 Travel, subsistence, board, and lodging for USMCR(K) applicants.

5 Advertising in support of Reserve personnel procurement which is further addressed in paragraph 4g(1)(d).

(c) All other O&M expenses not listed in paragraph 4g(1)(b) will be funded for the O&MMC appropriation. These costs identified in paragraph 4g(1)(b) and included in O&MMCR funds in support of Reserve recruiter aides will be justified to the Director, RA based on field input. The Director, RA subsequently allots funds to the CG MCRC who makes them available to subordinate recruiting commands.

(d) The CG MCRC budgets annually for recruitment advertising expenditures in support of both the Regular and Reserve recruiting programs.

1 The CG MCRC allocates a portion of advertising dollars to MCD's to provide them with the capability for conducting a local advertising program designed to augment and complement the national advertising program. Those allocations are based on share of total force quota and obligated only for advertising in support of Regular recruiting.

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2 As the overall executor of Regular and Reserve advertising funds, the CG MCRC serves as coordinator for plans involving combined advertising endeavors.

3 Use of either Regular or Reserve advertising funds for public affairs functions which are not specifically directed at the target market are not authorized. Questionable cases should be referred to the CG MCRC for resolution.

(2) Logistics. The CG MCRC provides CO's of MCD's with the means to support their recruiting effort logistically including support for transportation, vehicles, plant property, automation, communications, facilities, and other contractual needs.

h. Inspection Program. The CG MCRC will execute an inspection program (CGIP) in accordance with reference (k) that serves as an oversight tool to assess mission performance overall.

#### 5. Responsibilities

a. CMC (DC/S M&RA). As part of overall manpower responsibilities, the DC/S M&RA has staff cognizance over military recruitment, both Regular and Reserves.

b. MCRC. Responsibilities of Marine recruiting commanders are fundamentally the same as those of any commander--accomplishing the mission and looking out for the welfare of their people. Some of the special responsibilities of recruiting commanders follow:

(1) CG MCRC. The CG MCRC is responsible to the CMC for developing, justifying, planning, organizing, conducting, and administering total force personnel procurement programs (less prior service Reserve) to meet the manpower needs of the Marine Corps. In controlling and coordinating Regular Marine Corps and non-prior service Reserve recruitment, the CG MCRC assigns qualitative and quantitative enlistment shipping quotas and pool strength requirements to the CG MCRD/ERR and CG MCRD/WRR. Contacting goals are subject to the approval of CG MCRC. Additionally, CG MCRC coordinates with COMMARFORRES on Reserve Referral Credit Quota and other recruiting matters. The CG MCRC assigns officer procurement requirements directly to the CO's of MCD's. By means of directives and a series of guidebooks, collectively regarded as the basis for systematic recruiting, the CG MCRC sets forth policies and procedures for the conduct of



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recruiting. To help accomplish the recruiting mission the CG MCRC provides personnel, logistics, fiscal, and advertising support directly to the CO's of MCD's. The CG MCRC further sustains the effort through market analysis, strategic planning, training oversight, and programming and budgeting processes. The CG MCRC is also the Marine Corps member to the Joint Recruitment Commanders Committee.

(2) CG MCRC/ERR and CG MCRD/WRR. The CG MCRD/ERR and CG MCRD/WRR are responsible for:

(a) Planning, organizing, conducting, and administering enlisted procurement (with the exception of prior service Reserve recruiting.)

(b) Assigning contracting goals and shipping requirements to MCD's to meet MCRC quotas. Specifically, the CG MCRD/ERR and CG MCRD/WRR manage the contracting of enough qualified applicants to attain assigned monthly and annual shipping requirements while maintaining a pool strength at or above the minimum level established by the CG MCRC.

(c) Exercising waiver authority as provided for in reference (e).

(d) Maintaining liaison with the COMMARFORRES on referral credit quota attainment.

(e) Adjudicating recommendations for recruiter reliefs.

(f) Coordinating with Military Entrance Processing Command (MEPCOM) sectors and other commands as needed.

(g) Handling non-routine special and congressional interest inquiries, as directed, especially those cases involving matters with a potentially adverse public affairs impact.

(h) Managing the qualitative and quantitative performance of subordinate recruiting commands to include taking corrective action as appropriate.

(i) Identifying training deficiencies and supporting the training effort.

(j) Developing and maintaining comprehensive quality control procedures. Reference (m) pertains.

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(k) Serving as General Court Martial Convening Authority.

(l) Taking measures which improve the overall wellness and quality of life of command members and their families.

(3) CO's of MCD's. CO's of MCD's are responsible for:

(a) Meeting the qualitative and quantitative contracting goals and shipping requirements as directed by the regional CG.

(b) Sustaining pool strength and effecting pool distribution per guidance from the regional CG.

(c) Meeting officer contracting goals and shipping quotas as directed by CG MCRC.

(d) Conducting an aggressive quality control program.

(e) Identifying training deficiencies and conducting the required training.

(f) Taking measures which improve the overall wellness and quality of life of command members and their families.

(g) Coordinating local advertising as well as public affairs and community relations activities.

1 Support COMMARFORRES requests for assistance with public affairs and community relations activities to the maximum extent possible.

2 Request assistance via the chain of command when MCD capabilities could be exceeded.

(h) Ensuring that CO's, Marine Corps recruiting stations cooperate and coordinate with COMMARFORRES counterparts including:

1 referral of prior service prospects to SMCR units;

2 hosting an annual Reserve recruiting coordination conference; and

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3 providing such units with shipping dates and other quota information available from Automated Recruit Management System-Enlisted Quota Management (ARMS-EQM).

(i) Complying with casualty procedures as required. References (n) and (o) pertain.

(j) Maintaining liaison with Marine Corps Coordinating Councils, Marine Corps affiliated organizations, and other potentially supportive groups through Reserve Special Staff Officers and CO's, Marine Corps recruiting stations to increase support for the recruiting effort.

(k) Coordinating laterally with other military commands as necessary, including other military service recruiting commands.

(l) Participating with the Mid-Level Interservice Recruitment Committee in accordance with reference (1) as appropriate:

1 Monitor the processing and other services provided by Military Entrance Processing Stations (MEPS).

2 Ensure the CO's, Marine Corps recruiting stations comply with the MEPS-related responsibilities, including participating in Interservice Recruitment Committees and support for the institutional Armed Services Vocational Aptitude Battery (ASVAB).

c. COMMARFORRES. The COMMARFORRES responsibilities include:

(1) Achieving assigned prior service Reserve recruiting quotas.

(2) Monitoring each SMCR unit's non-prior service MOS shortages.

(3) Determining annual Reserve accession requirements in coordination with the Director, RA in accordance with the established planning process timeline.

(4) Assigning referral credit quotas to SMCR units equal to 25 percent of each unit's annual requirement for non-prior service accessions and ensuring accomplishment.

(5) Ensuring that SMCR units hold the Interview/Orientation Brief. Paragraph 4213 of reference (e) pertains.

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(a) In those cases where reservists going to Initial Increment Active Duty Training (IIADT) are not shipped via MEPS, the responsible recruiting station will ensure that the enlistee is fully qualified for active duty both medically and otherwise.

(b) Recruiting stations will also provide SMCR units with shipping dates available in ARMS-EQM.

(6) Identifying and nominating EAD recruiters and Reserve recruiter aides for assignment to billets which come under operational and administrative control of the appropriate CO MCD. CO's/I-I's of SMCR units, and CO's of supporting recruiting stations coordinate this effort locally. Since these human resources are an integral part of the recruiting force and recruiting success, working to fill EAD recruiter and recruiter aide vacancies is a particularly important COMMARFORRES responsibility.

(7) Monitoring recruiter aide assignments.

(8) Ensuring that SMCR units coordinate with their supporting MCD's and recruiting stations to realize a fully cooperative and successful total force recruiting effort. This includes giving support with casualty assistance, investigations, and community relations.

(9) Assuming primary responsibility for public affairs initiatives which exclusively employ COMMARFORRES resources. Submit requests for outside assistance in support of COMMARFORRES public affairs initiatives to the CMC (PA). Coordinate with the appropriate MCD CO on public affairs plans and activities.

(10) Coordinating with the CG MCRC on recruiting-related training matters including orientation training for newly assigned CO's/I-I's.

(11) Evaluating the recruiting effectiveness of CO's and I-I's of SMCR units.

(12) Notifying the CG MCRC on contemplated SMCR unit relocations, activations, or deactivations. This notification includes a request for an estimate of supportability based on the recruiting situation and demographics.

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d. All Commanders. Actively assist the Marine Corps recruiting effort through command initiatives and the Command Recruiting Program explained in reference (j).

6. Coordinating Instructions

a. To accomplish the aims of total force recruiting effectively, direct liaison is authorized at all command and staff levels within the Marine Corps.

b. Problems and differences between recruiting stations and SMCR units relating to recruiting will normally be resolved by the cognizant MCD CO and the senior SMCR unit CO/I-I. Those problems which cannot be resolved at that level will be explained in writing and forwarded by the MCD CO and the senior CO/I-I up their chains of command. Advance copies will be provided to the CG MCRC and COMMARFORRES.

c. MEPS are designated as the primary site for accomplishing mental and physical examinations and other enlistment processing. The MEPS serve as the primary shipping point for Regular (non-prior service/prior service) and Reserve (non-prior service) applicants. Reserve (prior service) applicants will receive mental and physical examinations at the MEPS as required.

d. The reporting requirements shown in enclosure (2) solely apply to MCRC's subordinate recruiting commands.

e. Attainment of Reserve referral credit quotas assigned by the COMMARFORRES will be guided by the procedures contained in enclosure (3).

7. Action. Carry out the policies and responsibilities contained in this Order.

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8. Reserve Applicability. This Order is applicable to the Marine Corps Reserve.

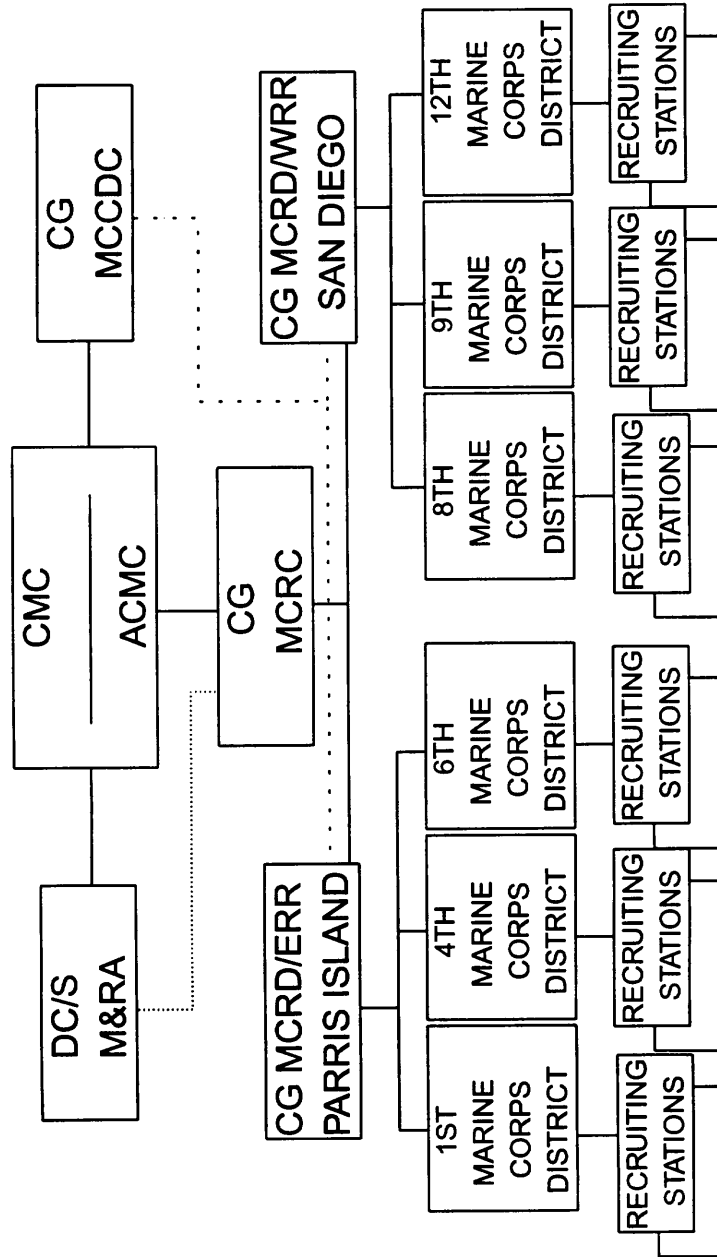


G. R. CHRISTMAS  
Deputy Chief of Staff for  
Manpower and Reserve Affairs

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# MARINE CORPS RECRUITING COMMAND STRUCTURE AND COMMAND RELATIONS



NOTE: District COs report directly to CG, MCRD/ERR PARRIS ISLAND

COMMAND STAFF COGNIZANCE TRAINING OVERSITE

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ENCLOSURE (1)

REPORTING INSTRUCTIONS FOR RECRUITING SUPPORT PROGRAMS AND  
RESERVE REFERRAL CREDITS

1. Purpose. To provide recruiting commands with instructions for reporting on recruiting support programs and Reserve referral credits. Each of these programs represents an enlistment contract-generating resource. Annually, the MCRC fully expects to realize a predetermined amount of enlistments from each program. The reports facilitate close monitoring of each program's contribution. With the information provided in the reports we are better able to take compensating management actions, if necessary, to help head off contracting shortfalls. Consequently, accuracy of the information reported is important.

2. Reports. MCO 1130.56C requires two reports (one submitted monthly and one submitted quarterly). They are the:

- a. Recruiting Support Programs Report (monthly)
- b. Reserve Referral Credit Report (quarterly)

3. Instructions

a. Recruiting Support Programs Report

(1) CO's of recruiting stations report information on recruiter support man-days used (recruiter aide, recruiter assistant, and permissive TAD), and contracts attained to the appropriate CO MCD at the end of each month. CO's of MCD's consolidate the information and submit a completed MCD report to their regional CG no later than the 10th day of each month. Regional CG's provide their report to MCRC (RE) no later than the 15th. The report format is at Appendix A of this enclosure. Report Control Symbol MC-1130-26 has been assigned to this report.

b. Reserve Referral Credit Report

(1) CO's of recruiting stations report total referral credits by SMCR units to the CO MCD at the end of each quarter. The report shall be submitted with separate sheets for ground and aviation units. Prior to reporting, CO's of recruiting stations need to effect liaison with the I-I/CO's of the supported SMCR unit to ensure accurate reporting of referral credits. Disparities

ENCLOSURE (2)



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over referral credit information between recruiting stations and SMCR units should be resolved at that level before submission of the report.

(2) CO's of MCD's submit quarterly reports of referral credit quotas and referral credits attained to their regional CG no later than the 10th day of the month following the close of each fiscal quarter. Regional CG's provide their report to the MCRC (RE) no later than the 15th day of the month following the close of each fiscal quarter. Report Control Symbol MC-1130-24 has been assigned to this report.

(3) The details of any unresolved reporting differences between recruiting stations and SMCR units will be explained in the cover letter.

(4) The report format follows:

RESERVE REFERRAL CREDIT REPORT  
(Report Control Symbol MC-1130-24)

GROUND UNITS

RS /	UNIT /	RUC	FY QUOTA	QTR ATTAINED	FY ATTAINED	% ATTAINED
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RS ----

UNIT RUC#

---

\_\_\_\_ MARINE CORPS

DISTRICT TOTAL

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AVIATION UNITS

AS OF

RS /	UNIT /	RUC	FY QUOTA	QTR ATTAINED	FY ATTAINED	% ATTAINED
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RS ----

UNIT RUC#

---

\_\_\_\_ MARINE CORPS

DISTRICT TOTAL

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ENCLOSURE (2)

RECRUITER SUPPORT PROGRAMS REPORT

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FOR \_\_\_\_\_ FY \_\_\_\_\_

1.	Permissive TAD Program	_____	_____	_____	TOTALS
a.	Number of Permissive TAD Marines Used this Month	_____	_____	_____	_____
b.	Number of Permissive TAD Marines Used this FY(YTD)	_____	_____	_____	_____
c.	Man-days Used this Mont	_____	_____	_____	_____
d.	Man-days Used this FY(YTD)	_____	_____	_____	_____
e.	Number of Contracts this Month	_____	_____	_____	_____
f.	Number of Contract this FY(YTD)	_____	_____	_____	_____
2.	Recruiter Assistant Program				
a.	Number of Recruiter Assistants Used this Month	_____	_____	_____	_____
b.	Number of Recruiter Assistants Used this FY(YTD)	_____	_____	_____	_____
c.	Man-days Used this Month	_____	_____	_____	_____
d.	Man-days Used this FY(YTD)	_____	_____	_____	_____
e.	Number of Contracts this Month	_____	_____	_____	_____
f.	Number of Contracts thie FY(YTD)	_____	_____	_____	_____
3.	Recruiter Aide Program				
a.	Number of Recruiter Aides Used this month	_____	_____	_____	_____
b.	Number of Recruiter Aides Used this FY(YTD)	_____	_____	_____	_____
c.	Man-days Used this Month	_____	_____	_____	_____
d.	Man-days Used this FY(YTD)	_____	_____	_____	_____
e.	Number of Contracts this Month	_____	_____	_____	_____
f.	Number of Contracts thie FY(YTD)	_____	_____	_____	_____
4.	Extended Active Duty Recruiter Program				
a.	Number of EAD Recruiters	_____	_____	_____	_____
	(1) Number on production	_____	_____	_____	_____
	(2) Number serving NCOIC's	_____	_____	_____	_____
b.	Number of Contracts this Month	_____	_____	_____	_____
c.	Number of Contracts thie FY(YTD)	_____	_____	_____	_____

Appendix A to  
ENCLOSURE (2)

RESERVE REFERRAL CREDIT SYSTEM

1. General

a. Reserve Referral Credit Quota (RCQ) equates to 25 percent of the annual non-prior service recruiting requirement. Responsibility for meeting the RCQ is vested in COMMARFORRES.

b. Annually, the COMMARFORRES assigns RCQ's to SMCR units equal to 25 percent of the non-prior service Reserve recruiting requirement for each unit.

c. Attainment of recruiting goals requires a unified, coordinated effort between SMCR units and recruiting commands. Planning and organizing for the conduct of aggressive recruiting operations is a necessary prerequisite. Consequently, direct liaison between SMCR units and their supporting recruiting station/recruiting substation is essential.

2. RCQ

a. The COMMARFORRES gives each SMCR unit their annual RCQ broken out with quarterly objectives.

b. Attainment of assigned RCQ's is mandatory. To ensure that their unit achieves its quota, CO's/I-I's of SMCR units must exercise command attention and take an active interest.

(1) A referral credit is only given for individuals the SMCR unit provides to a recruiting station (or officer selection substation (OSS)), and who are found to be qualified for enlistment and sworn in. Claims for a credit will not be made unless--and until--an individual is sworn in. The only acceptable procedure for an SMCR unit to earn referral credit is to:

(a) Locate and basically qualify prospects; determine that the individual is interested in the Marine Corps; screen for obvious disqualifying factors; and persuade the individual to interview for enlistment with a recruiter. At this point the individual becomes a referral.

(b) Call the named referral into the recruiting station or OSS.

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(c) Coordinate with the recruiting station to verify which recruiting substation will process the individual. In the case of an officer referral, the Officer Selection Officer (OSO) will advise the SMCR unit as to the necessary actions for processing the referral.

(d) Prepare the three-part Referral Card to track the referral until the individual is enlisted or rejected:

1 Retain Part I for the SMCR unit's record.

2 Forward Part II to the recruiting station.

3 Deliver Part III to the recruiting substation designated to process the referral.

(e) Bring the referral to the designated recruiting substation of OSS, if geographically feasible. In all cases, the method of introducing the individual to the supporting recruiter will be coordinated between the SMCR unit and the recruiting substation or OSO to fit the local situation.

(f) Monitor the progress of the referral with the recruiting substation of OSS. Report undue delays to the CO of the recruiting station.

(2) Upon receipt of the referral at a recruiting substation, the noncommissioned officer in charge (NCOIC) will complete item 6 on the Referral Card and staple it to a Prospect Applicant Card. The NCOIC or the assigned recruiter will then:

(a) Complete screening.

(b) Conduct an interview.

(c) Make a sales presentation and close on the applicant.

(d) Prepare an enlistment package.

(e) Process the applicant as expeditiously as possible for enlistment. No "back-burner" treatment will be accepted in the processing of referrals from SMCR units.

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(3) Upon receipt of the referral by an OSS, the OSO or his/her assistant will complete item 6 on the Referral Card and then:

(a) Initiate screening and testing.

(b) Conduct an interview.

(c) Prepare the application.

(d) Process the referral as expeditiously as possible. Close coordination between the OSO and the SMCR unit will continue during the applicant processing.

(e) Within 2 working days of either acceptance or non-acceptance for an officer program, the OSS will notify the SMCR unit of the disposition of the referral, and also inform the CO of the recruiting station. Items 7 and 8 on the Referral Card will be completed.

(4) A referral may be:

(a) An individual who walks into the training center and is interviewed by a member of the SMCR unit on general interest in enlisting.

(b) An individual contacted by the SMCR unit, while at a training site, who is worked by the unit to the point that the individual decides to talk with a recruiter about enlisting.

(c) An individual whose name is referred to the SMCR unit by a unit member or other contact. The SMCR unit motivates the individual and determines that he/she is interested in enlisting. After screening by the SMCR unit the individual agrees to an appointment with a recruiter.

(d) A former Marine, not affiliated with the SMCR unit, that the SMCR unit contacts from the Individual Ready Reserve list. The person expressed interest in reenlisting in the Regular Marine Corps. The former Marine must go through the SMCR unit to the recruiting substation for referral credit.

(e) A non-obligor presently in the SMCR unit who decides to reenlist in the Regular Marine Corps. This does not include an individual who is an EAD recruiter and subsequently reenlists in the Marine Corps.

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(f) A reservist, obligor, or non-obligor who is assigned to EAD recruiter status.

(5) A referral is not:

(a) A name, or a list of names, obtained by the SMCR unit and passed on to a recruiting substation without any action to motivate, screen, and determine interest in enlisting. This includes all lists of students, etc., that are obtained and passed on to a recruiting station/recruiting substation.

(b) An individual already in an SMCR unit as a USMCR (K) or (B) who decides to enlist in the Regular Marine Corps. This includes Marines who have completed the drilling obligation portion of their 8-year contract.

(c) An individual the SMCR unit claims it sent to a recruiting substation, but without first calling the recruiting station as required by the system.

(d) An individual who is looking for a specific recruiter or a local recruiting substation to keep an appointment previously arranged.

(e) A recruiter aide generated referral who enlists.

(6) The possibility exists that a referral already processed and determined eligible for enlistment might decline to enlist. In such cases, the designated recruiting substation to which the referral was originally delivered will promptly notify the SMCR unit of the referral's decision and the individual's reason(s). The unit will then vigorously pursue the referral in an effort to get the individual to reconsider the negative decision. Until the referral either enlists or is determined to be a lost cause, the individual will continue to be tracked as a referral of the SMCR unit. In all cases, the SMCR unit which prospects an individual has claim to that individual for referral purposes unless it is determined that a reasonable amount of time has passed, and that the individual reverted from the applicant stage to just a name once prospected (2-3 months). Where the passage of a reasonable amount of time is under dispute, the district headquarters in coordination with the SMCR unit's parent command will make the decision.

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c. SMCR units will not engage in direct competition with recruiting commands by canvassing school lists. If able to obtain any school lists, an SMCR unit will turn the list over to the local recruiting substation for canvassing. The approval of the recruiting station's CO must be obtained by the SMCR unit prior to canvassing lists of recent high school graduates. In no case will an SMCR unit attempt to work, visit, or contact a high school/college/junior college without prior coordination with the recruiting station.

d. The major ways available to an SMCR unit for locating prospects and generating referrals are (1) from SMCR unit members working in the community; (2) sponsoring training demonstrations at shopping malls, beaches, lakes, and other gathering places with Reserve Marines; (3) conducting open houses; and (4) team canvassing efforts.

e. Annual planning may give rise to activities which are co-sponsored by an SMCR unit and a recruiting station. Without complete planning, the names generated can result in a dispute as to whether they are the property of one group or another for recruiting purposes. Co-sponsored events are encouraged; however, CO's/I-I's of SMCR units and CO's of recruiting stations should iron out a common-sense solution for sharing names in advance.

3. Referral Credit Reporting. Reporting procedures applicable to the MCRC are set forth in enclosure (2) of the basic Order.

ENCLOSURE (3)